

Startup Evaluation Checklist

Evaluate your business's readiness for angel investment with this detailed checklist. Answer each question honestly and assign a score from 1 (poor) to 5 (excellent). Use the scoring system at the end to understand your overall readiness.

1. Business Model and Value Proposition

1. Does your startup solve a significant problem or address a clear market need?
2. Is your value proposition clearly articulated and differentiated from competitors?
3. Do you have a well-defined and scalable business model?

Score: ___/15

2. Market Opportunity

4. Have you identified your Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM)?
5. Is the market size large and growing, with clear demand for your product/service?
6. Have you validated your market assumptions with data or real-world feedback?

Score: ___/15

3. Traction and Proof of Concept

7. Do you have measurable traction, such as revenue, user growth, or partnerships?
8. Have you completed a successful pilot, prototype, or proof of concept?
9. Can you demonstrate product-market fit through customer feedback or retention metrics?

Score: ___/15

4. Team and Expertise

10. Does your founding team have the skills and experience needed for success?
11. Are key team members aligned with the startup's vision and mission?
12. Do you have a plan for recruiting additional talent as needed?

Score: ___/15

5. Financial Health

13. Are your financial records complete, accurate, and up to date?
14. Have you developed financial projections with realistic assumptions?
15. Is your burn rate sustainable, with a clear plan to achieve profitability or reach key milestones?

Score: ___/15

6. Risk Management

16. Have you identified and assessed potential risks (market, operational, financial, etc.)?
17. Do you have contingency plans to address identified risks?
18. Are intellectual property (IP) and legal compliance properly managed?

Score: ___/15

7. Investor Appeal

19. Is your pitch deck professional, compelling, and aligned with investor priorities?
20. Do you have a clear ask, specifying how much funding is needed and how it will be used?
21. Have you built relationships or networks with potential investors?

Score: ___/15

Scoring Guide

- **91–105:** Investment-Ready – Your startup is well-prepared to attract angel investors.
 - **76–90:** Almost There – Strengthen a few areas to improve investor appeal.
 - **61–75:** Needs Work – Focus on addressing key gaps to enhance readiness.
 - **Below 60:** Early-Stage – Significant improvements needed before seeking investment.
-

Next Steps

- **Score low in an area?** Review our tips for improvement or reach out for guidance.
- **Score high?** Start preparing your pitch deck and build investor connections.